

Privacy Policy

Effective: 17 June 2025

At Line Marking Solutions, your privacy is important to us. This Privacy Policy outlines how we collect, use, and protect your personal information in accordance with the New Zealand Privacy Act 2020.

1. Information We Collect

We may collect personal information from you when you:

- Fill out a contact or quote form on our website
- Email or phone us directly
- Subscribe to our newsletter or email communications
- Interact with us on social media or through online advertising (including Google Ads and LinkedIn Ads)

The types of personal information we may collect include:

- Your name
- Email address
- Phone number
- Company name (if applicable)
- Physical address or job site location
- Any other information you choose to provide

We may also collect non-identifiable information through website analytics tools (e.g. IP address, browser type, pages visited) to improve our website and services.

2. How We Use Your Information

We use your information to:

- Respond to your enquiries or quote requests
- Provide our line marking services and updates
- Send occasional marketing emails (if you have opted in)
- Improve our website and customer experience
- Comply with legal and regulatory obligations

We may use third-party services such as Google Ads, Google Analytics, and LinkedIn Ads to help us reach relevant audiences and improve our marketing. These services may use cookies or tracking pixels to collect information about your interaction with our ads and website.

We will not sell or rent your personal information to third parties.

3. Storage and Security

We take reasonable steps to ensure your information is stored securely and protected against loss, unauthorised access, or misuse. We may use trusted third-party providers (e.g. website hosting, email platforms) who have appropriate data protection measures in place.

4. Your Rights

You have the right to:

- Access the personal information we hold about you
- Request corrections to that information
- Withdraw your consent to marketing communications at any time

To do so, please contact us using the details below.

5. Cookies and Analytics

Our website may use cookies and third-party tracking tools (e.g. Google Analytics, Google Ads, LinkedIn Ads) to collect data about your interaction with our site. You can disable cookies through your browser settings, though this may affect your user experience.

6. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

7. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your information, please contact:

Line Marking Solutions

Email: [Insert contact email]

Phone: [Insert phone number]

Website: www.linemarkingsolutions.co.nz